

# 'DEKHO APNA DESH': Attitude on Personal Wellbeing with Resumption of Tourism after COVID-19 Pandemic in India among Elderly and Younger Age Group People

K. Thriveni Kumari\*

**Abstract** *Tourism is one of the important sectors that generates large number of employment, foreign exchange revenue and creates domestic finance across a range of other sectors which includes food and beverages, transportation, sports etc. But due to COVID-19 (Corona virus) the activity of tourism industry was brought to cease. Experts say that with the support and timely involvement of Government, people, society, the sector can be brought to a leading one. In regard to this the study wants to focus on the opinion of personal wellbeing steps that were developed for tourists after COVID-19 pandemic. The government came up with a motto 'Dekho Apna Desh' with the people dreaming to visit many places in India. The tourism industry were proposed with a mandatory guidelines such as downloading of Aarogya Setu app, maintaining physical distance, wearing masks and undergoing thermal screening for personal wellbeing of people to overcome COVID-19 outbreak. These measures would certainly lead to difference in opinions of tourists among elder and younger age group as these might affect on their satisfaction level for visiting different places in India. Therefore the study aims to undertake psychological scaling method for measuring the opinions of guidelines on personal wellbeing between elderly and younger age group people associated with socio-demographic variables in tourism sector. The study is accumulated with 490 tourists who travelled different places after redemption of tourism after COVID-19 pandemic. The objectives were measured with the help of descriptive statistics, ANOVA, MANOVA and Tukey Post hoc tests through SPSS 21.0. The study showed that elderly age group tourists were more satisfied with the guidelines and personal wellbeing items prepared to measure the opinions when compared with middle and younger age group. The study is useful to suggest in building strategies for the safety of tourists according to their opinions with ongoing COVID-19 pandemic.*

**Keywords:** Age Group, COVID-19, Elderly, Middle, Younger, Personal Wellbeing, Tourists

## INTRODUCTION

India is second largest populated country in the world. When pandemic diseases like COVID-19 make the society black, most of the industries suffer due to its pandemic nature. The word 'unprecedented' has been used so often to describe the impact of the Corona virus pandemic. The year 2020 could be a complete washout for many industries in India due to COVID-19 especially travel and tourism industry. In fact COVID-19 has cast a pall on all segments of travel and hospitality industry (Indian Ministry of Tourism, 2020). For the tourism industry which is built on the ability

to help people be out and about is a cataclysmic event, for the next quarter year and the industry are going to be locked in a battle of survival. Moreover countries around the world have sealed their borders and also suspended air travelling (flights) in threat of COVID-19 pandemic spread out. This has been compounded further by country circle lockdown with intercity and interstate travel completely. Therefore due to COVID-19 pandemic, the travel and hospitality have been completely frozen. Though COVID-19 has brought a halt to the momentum of the travel industry, timely intervention and requisite support from the government can help the tourism and hospitality industry to lead the recovery for the

\* Associate Professor, School of Management, Presidency University, Bangalore, Karnataka, India.  
Email:kthrivenikumari@gmail.com.

economy and support millions of jobs (Tourism Breaking News, 2020).

GOI (Government of India) came up with a slogan 'DEKHO APNA DESH' to the people who want to visit different places after or during COVID-19 pandemic with few restricted guidelines. The Ministry of Tourism (2020) prepared guidelines for resumption of tourism in order to adhere to their business. Guidelines were prepared in consultation to the state tourism with a major priority given to maintain safety to everyone due to ongoing outbreak of COVID-19. These guidelines include especially compulsory downloading of Aarogya Setu app, maintaining physical distance, wearing mask and undergoing thermal screening. The steps taken by the GOI were not only to control virus but also devastate the impact of COVID-19 on tourism. Based on the restrictions imposed by GOI like downloading Aarogya Setu app, maintaining physical distance, wearing mask and undergoing thermal screening, the present study would try to explain about the attitude of tourists on these restrictions and their satisfaction towards the guidelines given by GOI with resumption of tourism after COVID-19 pandemic in India. And also one of the important variables considered in differentiating the tourists attitude is with different age group. A personal wellbeing items were considered to identify the differentiation of attitudes on the guidelines given by GOI. Even though COVID-19 is considered as a short term pain, the tourism industry has to face a bigger challenge.

### **Pandemic effect on Tourism and Hospitality Industry (Ministry of Tourism, 2020)**

Battered by the pandemic (COVID-19), the Confederation of Indian Industry (CII), (2020) estimates that tourism industry is staring at an overall loss of Rs 5 lakh crores and 5 crores of peoples job cuts. The organised sector in tourism industry which consists of branded hotels, tour operators, travel agencies may be the worst hit with an estimated loss of Rs. 1.5 lakh crores. Other than the organised sector, the tourism industry is a source of employment for home stays, small and budget hotel operators, tour guides and other for when this is going to be an existential crisis that they can't survive without support for more than a few months.

For an industry that contributes nearly 10% to Indians GDP- immediate intervention is needed from Government for survival measures to prevent mass layoffs of tourism industry. The immediate need of the industry, for the short and midterm in order to meet the fixed costs during the lock down period as well as for rebuilding business is almost from scratch (Tourism Breaking News, 2020). At this point, any support from GOI would help the tourism industry to overcome the challenges during the pandemic periods.

### **Guidelines for Reopening Tourism in India with a Slogan 'DEKO APNA DESH' (Ministry of Tourism, 2020)**

Tourism industry has been hit hard due to COVID-19 pandemic. The amount of loss incurred by the industry is said to be difficult to estimate as of now in exact figures. Therefore to overcome the crises of the industry, the government has decided to maintain the tourism sector with few mandatory guidelines.

Since the tourism and hospitality sectors suffered due to COVID-19 lockdown, the central Government decided to reopen them with guidelines that would adhere to tourism business. However the Government's prime objective is to safeguard the health of the people from COVID-19 they made mandatory protocols that is to be followed in hotels, tour operators and taxi drivers too. The government has taken the suggestion of these operators too before releasing the guidelines. Also it is mandatory that all the tourists, tourist operators, and employees who are working under tourist department or industry have to undergo thermal screening daily and wearing the mask and maintain social distance with the people (atleast six feet distance from one another) and download Aarogya Setu App.

### **About the guidelines- 'DEKO APNA DESH' (Ministry of Tourism, 2020)**

#### **Downloading Aarogya Setu APP**

With downloading of Aarogya setu app would facilitate better tracking in India who are affected by COVID-19 disease. In the proposed guidelines, all the tourists who were travelling to visit different places in India were considered to make a mandatory downloading of this app. The app notifies the individual who have been suffering with or had been suffered with COVID-19.

#### **Maintaining Social Distancing**

Also one of the guidelines that includes is maintaining strict social distancing. All the tourists during travelling or visiting different places need to maintain two meters (six feet approximately) distance from each another. The operators have to maintain where ever essential a marking out circle so that the tourist would stand at a distance from each other.

#### **Wearing Masks**

Also the tourists were proposed to wear masks and also keep their hands sanitised regularly. They are suggested to keep the mask when they speak or sneeze especially when they are in group. So that spread of virus might not attack directly to the person.

## Undergoing Thermal Screening

In order to regularize their health in spreading of the disease, the tourists have to undergo compulsorily thermal screening. Not only tourist even the employees who are operating the industry are also requested to go with thermal screening. This would help to check the temperature of the person who might have symptoms of COVID-19.

## Age as significant differentiator while travelling during pandemic conditions (COVID-19)

For tourism industry the consequences of age group people is resulting challenging during pandemic due to the following reasons (Sniadek, 2006).

- To protect health during pandemic situation when there is increase in demand for travelling and tourism service.
- Need to provide possible quality of service, comfort and safety.
- Need to increase buying potentials especially with regard to health and financial aspects.
- There is a need to bring awareness during pandemic situations and keep comfort according to age.
- Increase in demand for quiet and mild climates.

Usually younger age group of people are most attractive consumers to tourism operators. Even the main aim of the tourist's operators is to build good marketing strategies for youngsters and simply ignore the elders. Moreover the market for elderly group of people is homogeneous. It includes all levels of people that are high, medium and low class group of people (Sniadek, 2006). Older age group of people are more experienced, act rationally, demanding, choosy, request for complete information, takes ample time to verify the required information. Therefore older age group of people takes longer time when compared to younger age group people to decide since they are influenced of well-being and fitness (Sniadek, 2006). Defining the term 'older and younger' in marketing the boundary includes several

aspects such as economic (retirement/ education/ job holder), cultural (traditions and customs), social (becoming parent or grandparent) and medical (loss of health or physical fitness). Economic studies assert that at the age of 60, senior citizens category begins but in turn fall into different subcategories (Walker, 2004).

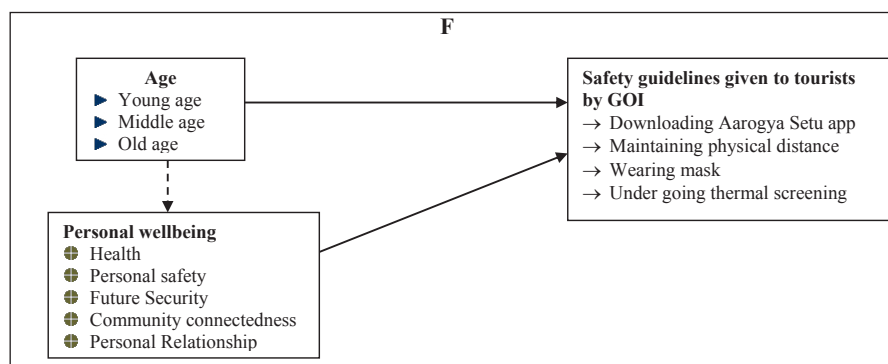
## Attitude differs with age group in tourism industry

In general younger age group of people were found to have more mobility in the tourism industry when compared to older age group of people (Mang, Piper & Brown, 2016). Few studies identified that most of the older age group prefer to have visit different places for traditional purpose where as young age group people prefer to visit for joyful comparatively (Manzano & Lopez, 2016). Tourist who are above 55 years of age completely avoid for tourism (E.marketer.com, 2016) due to detecting cognitive ability of older age group of people which is associated with biological changes (Tacken, Marcellini, Mollenkopf, Ruoppila & Szeman, 2000) and they take longer time to decide (Aharony, 2015). Therefore younger and older age group people have different variations in the needs, interests and goal orientations (Wong, Yeung, Ho, Tse, Lam, 2012). In view of these differences between older and young age group people, it is likely to lead to difference in acceptance of new services in tourism (Tan & Ooi, 2018).

## Age and Personal Wellbeing (PW)

The PW is a generic measurement that is popularly used to measure the quality of life and wellbeing of all the ages (elder, middle and younger) (International wellbeing group, 2005). Due to its psychometric properties this scale is most popularly used in many psychological studies (Anna, Chi, Cummins, Lee, Chung, (2008). This scaling is mainly used to determine the level of satisfaction. Moreover PW scale always shows a reliable performance with the population of all age groups both in India and also other foreign countries (International Well being group, 2005; Tiliouine, Cummins & Daverne, 2006).

## Framework of the study



Source: Developed by the researcher.

**Fig. 1: Research Framework**

Fig. 1 identifies the model of the research framework of the study. Depending on the identified guidelines and personal wellbeing items and age groups considered, the framework of the study is developed.

## Objectives

The goal of this research is to examine about the attitude on personal wellbeing with resumption of tourism after COVID-19 pandemic in India among elderly, middle and younger age group people. It includes the comparison of attitudes within the age groups selected in the study.

- To identify the satisfaction ratings between the age groups (elderly, younger and middle) and guidelines imposed by GOI (Aarogya setu app, maintaining social distance, wearing mask and undergoing thermal screening).
- To examine the satisfaction ratings of personal wellbeing and age group with Aarogya setu app, maintaining social distance, wearing mask and undergoing thermal screening.
- To examine differences in personal wellbeing associated with socio demographic variables that is marital status and gender.

## Methodology

### Data Collection and Sample Area

The convenience sampling method is used in the study. A total of 750 questionnaires were distributed through online and offline. Out of these 562 questionnaires were received. Among them 72 questionnaires were received with errors in the data (incomplete). So, finally a total of 490 (65.33%) questionnaires were finalized for the study. The data was

collected during the months of July and August 2020.

The sample area includes 82.3% (403) of the data collected in South Indian places like Bangalore (Karnataka), Tirupathi (Andhra Pradesh), Vijayawada (Andhra Pradesh), Chennai (Tamilnadu), Coimbatore (Tamilnadu) and Hyderabad (Telangana). 17.7% (87) of the data is collected from North India that is Kolkata (West Bengal, Gangtok (Sikkim) and Delhi.

## Sample Characteristics

The sample characteristics considered for the study are age, gender and marital status. There were three age groups classified in the study who were elder age group (above 60), middle age group (41-60) and younger age group (21-40). A total of 490 respondents (tourists), comprising of 116 elder age group tourists, 155 middle aged group tourists and 219 younger age group tourists were considered for the study. The sample includes tourists who travelled after unlocking the transportation, temples, restaurants, hotels and tourism during COVID-19 pandemic spread out. With regard to the gender considered 55.1% (270) were males and 44.9% (220) were females). And regarding with marital status 44.4% are married and 55.6% are single (unmarried/widowed/separated).

## Measurements of the Study

### Age

The independent variable that is applied in the study is age. There are three age groups classified. Elderly age group (60+), middle age group (age between 41 to 60) and younger age group (age between 21 to 40). The sections in the study were noted 1 for 60+, 2 for 41 to 60 and 3 for 21 to 40.

## Personal Wellbeing Items

In the study the attitude on the guidelines imposed by GOI after COVID-19 pandemic were measured by personal wellbeing items (PW). The PW is a measure for individual satisfaction with five units such as health, personal safety, security, community connectivity and personal relationship. Personal wellbeing items were used to measure the guidelines (Aarogya Setu App, maintain physical distance, wearing mask, undergoing thermal screening) imposed by GOI with resumption of tourism after COVID-19 pandemic. The measurement is based on 7-point scale that range from extremely satisfied (7) to extremely dissatisfied (1). Sample item includes “Are you satisfied with Aarogya Setu app with regard to personal wellbeing items while visiting different tourist places in India after COVID-19.”

Guidelines Imposed by GOI to Visit Tourist Places in India after COVID-19

GOI has imposed four major guidelines to be followed while travelling and visiting tourist places. They are Aarogya Setu app, wearing mask, maintaining social distance and undergoing thermal screening. These guidelines were determined for the study to know the ‘satisfaction of guidelines as a whole’. The measurement here is based on 7-point scale that range from extremely satisfied (7) to extremely dissatisfied (1). Sample item includes “How do you rate the ‘wearing mask’ guidelines imposed by Government of India to visit tourist places in India during COVID-19.

## Analysis and Results

### Data Analysis

The statistical analysis of personal wellbeing and guidelines imposed by Government of India to visit tourist places during COVID-19 pandemic were standardized into 1 to 7 rating scale distribution. In the scale, 1 identifies extremely dissatisfied whereas 7 identifies extremely satisfied.

Descriptive statistics (mean ( $\mu$ ) and standard deviation ( $\sigma$ )) are applied to summarize the personal characteristics and personal wellbeing. MANOVA, ANOVA and Tukey HSD post-hoc test were applied to understand between the groups comparison on personal wellbeing. The alpha level considered in MANOVA was 0.05. And with regard to Cronbach Alpha the values demonstrated were ranging between 9.12 to 9.56 which seem to be extremely good and reliable.

### Satisfaction Ratings Related to Age and Guidelines Imposed by GOI

Table 1 shows the means and standard deviations for the guidelines imposed by Government of India to the tourists visiting different places in India after COVID-19. Table 2 identifies the mean differences on the satisfaction rating between the age’s groups for the guidelines imposed by the Government of India to the tourists visiting different places in India after COVID-19. As shown in Table 2 there are notified variations in guidelines and age groups. Using ANOVA the mean values ( $\mu$ ), standard deviation ( $\sigma$ ), significance values ( $P < 0.05$ ) and F value were determined (table.1). In table.1 it is identified that the three age groups selected in the study (i.e) elder age group, middle age group and younger age group were highly satisfied with wearing mask when compared with the other guidelines. If observed separately for each guidelines with age, Aarogya Setu app has higher satisfaction ratings with middle age group ( $\mu=5.05$ ,  $\sigma=0.938$ ), for maintaining physical distance the satisfaction ratings are higher with elder age group ( $\mu=5.41$ ,  $\sigma=1.104$ ), for wearing mask middle age group ( $\mu=5.76$ ,  $\sigma=1.051$ ) represents higher satisfaction ratings, andfor undergoing thermal screening elder age group ( $\mu=5.47$ ,  $\sigma=1.123$ ) has high satisfaction ratings. The age difference revealed that overall satisfaction is high with middle age group ( $\mu=5.50$ ,  $\sigma=1.341$ ) and also represented that there is significant difference between the satisfaction of guidelines imposed by GOI and age groups given in the study ( $p < 0.05$ ;  $F=2.496$ ).

**Table 1: Satisfaction Ratings of the Guidelines Imposed by Government of India for Overcoming COVID-19 Outspread for the Tourist as a Whole by Age**

Guidelines Age	Younger age (N=219) Mean (SD)	Middle age (N=155) Mean (SD)	Elder age (N=116) Mean (SD)	P	F
Aarogya Setu App	5.05 (1.09)	<b>5.052(0.938)</b>	5.01(1.322)	0.938	0.064
Maintaining Physical Distance	5.23(1.510)	5.39(1.292)	<b>5.41(1.104)</b>	0.386	0.953
Wearing Mask	<b>5.71(1.308)</b>	<b>5.76(1.051)</b>	5.66(1.048)	0.762	0.272
Undergoing Thermal Screening	5.37(1.187)	5.44(1.070)	<b>5.47(1.123)</b>	0.720	0.328
Overall Satisfaction	5.20(1.536)	<b>5.50(1.341)</b>	5.47(1.354)	0.051*	2.496

\* $P < 0.05$ ; \*\* $P < 0.01$ ; \*\*\*  $P < 0.001$ ; Pillai’s Trace ( $F=1.197$ ) (Source: researchers own calculation based on the data collected).

A broader explanation of mean difference between the age groups and guidelines imposed by GOI for tourist is given in the Table 2. A Tukey HSD post-hoc test was conducted to examine these differences. As Tukey HSD post-hoc tests are applied for effective determination of significance within the guidelines. The mean difference with elder age group represents higher with Aarogya Setu, app ( $\pm 0.043$ ), maintaining physical distance ( $\pm 0.181$ ), wearing mask ( $\pm 0.106$ ), undergoing thermal screening ( $\pm 0.100$ ). Here the researcher opined to explain that the mean difference with

elder age in combination with middle age or younger age represents higher mark when compared with the combination of middle age and younger age. Perhaps this could be the reason that in case of overall satisfaction the mean difference is higher with middle and younger age group (0.30). In table 1 it is observed that, MANOVA is not significant with the guidelines imposed by GOI and the age groups selected in the study. And also more differences were restricted to the elderly age group as mentioned.

**Table 2: Mean Difference of Satisfaction Ratings Related to Age and Guidelines Imposed by GOI**

Guidelines Age	MD (E-M)	MD (M-Y)	MD (E-Y)	MD (M-E)	MD (Y-M)	MD (Y-E)
Aarogya Setu App	<b>-0.043</b>	0.001	-0.042	<b>0.43</b>	-0.001	0.042
Maintaining Physical Distance	0.020	0.161	<b>0.181</b>	-0.020	-0.161	<b>-0.181</b>
Wearing Mask	<b>-0.106</b>	0.049	-0.057	<b>0.106</b>	-0.049	0.057
Undergoing Thermal Screening	0.035	0.064	<b>-0.100</b>	-0.035	-0.064	<b>-0.100</b>
Overall Satisfaction	-0.03	<b>0.30</b>	0.27	0.03	<b>-0.30</b>	-0.27

MD-Mean Difference; O-Elder Age; M-Middle Age; Y-Young Age (Source: researchers own calculation based on the data collected).

### Satisfaction Rating of Personal Wellbeing by Age with 'Aarogya Setu App'

With the identified personal wellbeing items such as health, personal safety, security, community connectivity and personal relationship Table 3 gives a road map for the satisfaction ratings of personal wellbeing by age with Aarogya Setu App with its mean ( $\mu$ ) and standard deviation ( $\sigma$ ) values. As shown in Table 3 there is high satisfaction ratings for elder age is with health ( $\mu= 5.62, \sigma=1.302$ )

and personal safety ( $\mu=5.68, \sigma=1.445$ ). In case of middle age high satisfaction ratings is with personal relationship ( $\mu=5.43, \sigma=1.459$ ). For younger age high satisfaction ratings is with security ( $\mu=5.32, \sigma=1.460$ ) and community connectivity ( $\mu=5.27, \sigma=1.435$ ). MANOVA calculated identifies that there is no significant difference ( $P<0.05$ ) in the satisfaction rating of personal wellbeing by age within Aarogya Setu App. And also lower satisfaction ratings ( $\mu$ -values) were identified in middle age group of tourists.

**Table 3: Satisfaction Ratings of Personal Wellbeing by Age with Aarogya Setu App**

Personal Wellbeing Age	Elder Age (N=116) M ( $\sigma$ )	Middle Age (N=155) M ( $\sigma$ )	Young Age (N=219) $\mu$ ( $\sigma$ )	P	F
Health	<b>5.62(1.302)</b>	5.40(1.462)	5.46(1.315)	0.282	2.342
Personal Safety	<b>5.68(1.445)</b>	5.52(1.411)	5.59(1.258)	0.534	1.219
Security	5.28(1.625)	5.21(1.536)	<b>5.32(1.460)</b>	0.830	0.455
Community Connectivity	5.19(1.673)	5.24(1.628)	<b>5.27(1.435)</b>	0.911	0.239
Personal Relationship	5.26(1.6)	<b>5.43(1.459)</b>	5.31(1.441)	0.555	1.362

\* $P<0.05$ ; \*\* $P<0.01$ ; \*\*\* $P<0.001$ ; Pillai's Trace ( $F=1.517$ ) (Source: researchers own calculation based on the data collected)

### Satisfaction rating of personal wellbeing by age with 'Maintaining Physical distance'

The satisfaction ratings of personal wellbeing with age group for maintaining physical distance is given in Table 4. The table includes the mean ( $\mu$ ) and standard deviation ( $\sigma$ ) values It is identified that personal wellbeing items were with high rate of satisfaction for elder age group for health ( $\mu=5.92, \sigma= 1.5$ ), community connectivity ( $\mu=4.78,$

$\sigma=1.814$ ) and personal relationship ( $\mu=4.67, \sigma=1.848$ ). Whereas Personal safety ( $\mu=5.81, \sigma=1.441$ ) and security ( $\mu=4.94, \sigma=1.707$ ) rating is high for middle age group. MANOVA calculations in the table showed that there is no significant difference ( $P<0.05$ ) between personal wellbeing and age with maintaining physical distance. Moreover a low satisfaction rating ( $\mu$ ) is identified with younger age group of tourists. The table also includes the F values of personal wellbeing items.

**Table 4: Satisfaction Ratings of Personal Wellbeing by Age with Maintaining Physical Distance**

Personal Wellbeing Age	Elder Age (N=116) $\mu$ ( $\sigma$ )	Middle Age (N=155) $\mu$ ( $\sigma$ )	Young Age (N=219) $\mu$ ( $\sigma$ )	P	F
Health	5.92(1.5)	5.86(1.421)	5.48(1.261)	0.024*	3.767
Personal Safety	5.78(1.582)	5.81(1.441)	5.59(1.396)	0.417	0.877
Security	4.82(1.785)	4.94(1.707)	4.69(1.54)	0.482	0.732
Community Connectivity	4.78(1.814)	4.63(1.718)	4.53(1.535)	0.422	0.864
Personal Relationship	4.67(1.848)	4.65(1.783)	4.54(1.529)	0.813	0.207

\*P<0.05; \*\*P<0.01; \*\*\*P<0.001; Pillai's Trace (F=1.829) (Source: researchers own calculation based on the data collected).

### Satisfaction rating of personal wellbeing by age with 'Wearing Mask'

With regard to 'wearing mask', the personal wellbeing item's satisfaction ratings were given in Table 5. The table includes mean ( $\mu$ ) and standard deviation ( $\sigma$ ) values of different age groups selected in the study. It has been identified that personal wellbeing items such as health ( $\mu=5.35$ ,  $\sigma=1.631$ ), community connectivity ( $\mu=4.90$ ,  $\sigma=1.664$ ) and personal

safety ( $\mu=5.37$ ,  $\sigma=1.571$ ) satisfaction ratings are higher for middle age group where as personal relationship ( $\mu=4.90$ ,  $\sigma=1.773$ ) and security ( $\mu=4.80$ ,  $\sigma=1.749$ ) satisfaction rate is higher for elder age group. Also MANOVA calculations in the table shows that the P value in the table is significant with health (P<0.01, F=3.767) and personal safety (P<0.05, F=2.827). Hence there is significant difference (satisfaction rating) between the age and wearing mask with regard to health and personal safety.

**Table 5: Satisfaction Ratings of Personal Wellbeing by Age with Wearing Mask**

Personal Wellbeing Age	Elder Age (N=116) $\mu$ ( $\sigma$ )	Middle Age (N=155) $\mu$ ( $\sigma$ )	Young Age (N=219) $\mu$ ( $\sigma$ )	P	F
Health	5.03(1.783)	5.35(1.631)	4.77(1.579)	0.014**	4.124
Personal Safety	5.21(1.786)	5.37(1.571)	4.89(1.592)	0.050*	2.827
Security	4.80(1.749)	4.59(1.697)	4.54(1.563)	0.303	1.197
Community Connectivity	4.83(1.772)	4.90(1.664)	4.85(1.638)	0.935	0.068
Personal Relationship	4.90(1.773)	4.77(1.787)	4.74(1.616)	0.608	0.498

\*P<0.05; P<0.01; P<0.001; Pillai's Trace (F=2.821) (Source: researchers own calculation based on the data collected)

### Satisfaction rating of personal wellbeing by age with 'Undergoing thermal screening'

Table 6 explains about the satisfaction ratings of personal wellbeing by age with 'undergoing thermal screening'. It is observed that personal wellbeing items such as health ( $\mu=4.83$ ,  $\sigma=1.511$ ), security ( $\mu=4.69$ ,  $\sigma=1.506$ ) and personal relationship ( $\mu=4.73$ ,  $\sigma=1.573$ ) have higher rate

of satisfaction with elderly age group and personal safety (4.63,  $\sigma=1.732$ ) and community connectivity ( $\mu=4.64$ ,  $\sigma=1.566$ ) have higher rate of satisfaction with middle age group. The MANOVA calculations in the study showed that there is significance difference (satisfaction ratings) between the age groups and undergoing thermal screening with security (P<0.01, F=4.663) and personal relationship (P<0.05, F=3.018).

**Table 6: Satisfaction Rating of Personal Wellbeing by Age with 'Undergoing Thermal Screening'**

Personal Wellbeing Age	Elder Age (N=116) $\mu$ ( $\sigma$ )	Middle Age (N=155) $\mu$ ( $\sigma$ )	Young Age (N=219) $\mu$ ( $\sigma$ )	P	F
Health	4.83(1.511)	4.74(1.698)	4.48(1.733)	0.138	1.992
Personal Safety	4.55(1.506)	4.63(1.732)	4.45(1.774)	0.579	0.547
Security	4.69(1.506)	4.66(1.629)	4.24(1.659)	0.012**	4.463
Community Connectivity	4.56(1.517)	4.64(1.566)	4.44(1.681)	0.482	0.731
Personal Relationship	4.73(1.573)	4.72(1.634)	4.36(1.724)	0.050*	3.018

\*P<0.05; \*\*P<0.01; \*\*\*P<0.001; Pillai's Trace (F=2.007) (Source: researchers own calculation based on the data collected).

### Satisfaction ratings related to age and socio-demographic variables (gender and marital status)

#### Gender

Males showed slightly higher satisfaction ratings of personal wellbeing items than females which is explained in Table 7.

Only the item of personal safety ( $\mu=5.37$ ,  $\sigma=5.13$ ,  $P<0.05$ ) and security ( $\mu=4.95$ ,  $\sigma=1.68$ ,  $P<0.001$ ) showed a gender difference which reached the significance. A significant interaction was also found between the gender and personal wellbeing with using of MANOVA. As shown in Figure 2 female showed lower satisfaction in personal safety and security when compared with males.

**Table 7: Satisfaction Ratings of Socio-Demographic Characteristics with Personal Wellbeing (Gender and Marital Status)**

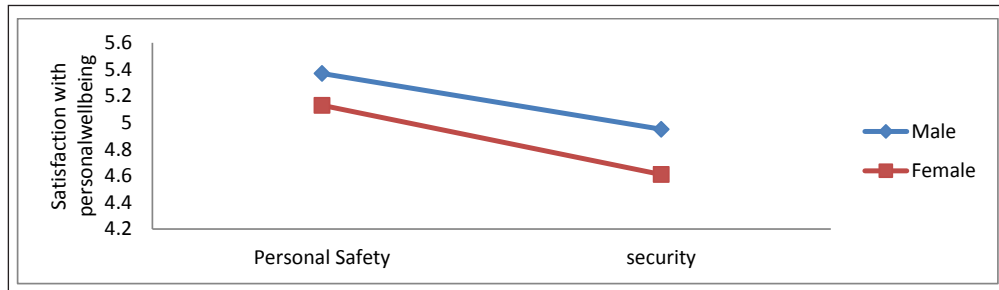
Personal Wellbeing Socio-Demographic	Gender		P	Marital Status		P
	Male N=270 $\mu$ ( $\sigma$ )	Female N=220 $\mu$ ( $\sigma$ )		Married N=218 $\mu$ ( $\sigma$ )	Single N=272 $\mu$ ( $\sigma$ )	
Health	5.37(1.62)	5.11(1.41)	0.068	5.06(1.43)	5.41(1.6)	0.018**
Personal Safety	5.37(1.62)	5.13(1.47)	0.055*	5.07(1.43)	5.42(1.64)	0.008**
Security	4.95(1.68)	4.61(1.55)		4.73(1.52)	4.88(1.73)	0.182
Community Connectivity	4.98(1.65)	4.62(1.64)	0.283	4.64(1.54)	4.96(1.72)	0.001***
Personal Relationship	4.99(1.65)	4.64(1.56)	0.987	4.72(1.54)	4.93(1.73)	0.009**

\* $P<0.05$ ; \*\* $P<0.01$ ; \*\*\* $P<0.001$ ; (Source: researchers own calculation based on the data collected)

#### Marital Status

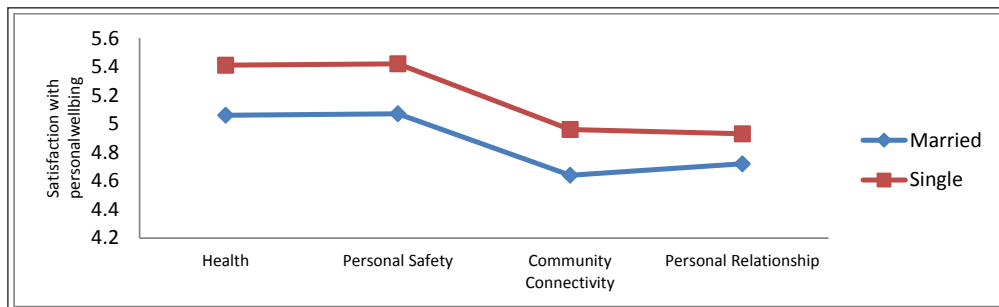
Given in the Table 7, single or separated or widowed or unmarried showed higher satisfaction when compared with married. The personal wellbeing items such as health ( $P<0.01$ ), personal safety ( $P<0.01$ ), community connectivity

( $P<0.001$ ) and personal relationship ( $P<0.001$ ) are significant with marital status when MANOVA is calculated. Also Figure 3 shows the interaction married and single with the personal wellbeing items. Considerably it can be observed that married are having lower satisfaction ratings when compared with single.



Source: researchers own calculation based on the data collected.

**Fig. 2: Gender Interaction with Personal Safety and Security**



Source: Researchers own calculation based on the data collected.

**Fig. 3: Marital Status Interaction with Health, Personal Safety, Community Connectivity and Personal Relationship**



## Discussions of the Study

The basis of the study was to look over the tourist attitude on personal wellbeing with resumption of tourism after COVID-19 pandemic in India among different age groups (elderly, middle and younger). The study includes examining of different age groups, with the guidelines imposed by GOI after COVID-19. The study also extended with the explanation with socio demographic variables such as gender and marital status. To substantiate the research, personal wellbeing items are taken with psychometric performance of the instrument (seven scale measurements used in the study).

### Satisfaction ratings with the guidelines imposed by GOI after COVID-19

The personal wellbeing items considered in the study demonstrated better reliability, sensitivity and validity for guidelines imposed by GOI after COVID-19 to measure with elderly, middle and younger age group tourists. The findings concurred well with the psychometric data gathered using seven scale method with the tourist of different age groups (Anna, 2008) visiting different places after redemption of tourism during COVID-19. In considering with the results to know the attitude (satisfaction ratings) it is observed that elderly age group and middle age group of tourists are having higher rate of satisfaction. The younger age group did not have high satisfaction rate when compared with elderly and middle age groups considered in the study. The same is also explained with the mean difference between the age groups that the variation between elderly and middle age group is more than younger age group.

### Satisfaction ratings of age with personal wellbeing and guidelines

- Aarogya Setu App

The results revealed that the personal wellbeing items applied in the study to age with Aarogya Setu app identified that personal wellbeing items are not significant with age groups considered. Moreover the satisfaction ratings of the items are high with elder age and younger age group. Perhaps the tourist might feel comfortable to download the app and track accordingly. Also they have good opinion that health and personal safety can be secured with the app when compared with other items.

- Maintaining Physical Distance

Another important guideline as given by the GOI is maintaining physical/social distance. The satisfaction rating of elder age group showed higher satisfaction rate when compared with other age groups. The tourist of above 60 years of age in the study expressed that by maintaining physical distance they could secure them from COVID-19

virus attack. And also health is significant with maintaining physical distance.

- Wearing mask

The results here highlighted that there is significance difference between the age groups and wearing mask with regard to health and personal safety. Here most of the items showed higher satisfaction ratings with middle age groups. It means tourists people between the age of 41 to 60 feel that wearing mask would protect health and give personal safety from spreading of COVID-19.

- Undergoing thermal screening

Undergoing thermal screening is another important guideline given by GOI to be followed by tourist while visiting different places in India after COVID-19. Here most of the elders feel satisfied with most of the personal wellbeing items. And also tourists above 60 years expressed the undergoing thermal screening would give security and build better personal relationship during the travel.

### Socio-demographic characteristics and personal wellbeing satisfaction ratings

In view to broader the study with personal wellbeing items two socio-demographic variables that is gender and marital status of the sample is considered to measure the satisfaction ratings of those items. According to the results in these characteristics with personal wellbeing items, most of the items are significant. Considerably male and tourists with single marital status have high rate of satisfaction (Anna et al., 2008).

One of the prime observations in the study was that elderly age group tourists have high rate of satisfaction when compared with middle and younger age groups. The reason might be the elder age group of people are choosy and takes more time when compared to younger age group people (Sniadek, 2006). And also at the age of 60, the elders fall into different subcategories (senior citizens) (Walker, 2004). Moreover elderly age group people are more particular with their health and wellbeing (Sniadek, 2006). And also in the present pandemic situations due COVID-19 the guidelines imposed by GOI are more representative to above 60 years since they have low immunity of health comparatively.

### Limitations of the Study and Scope of Further Research

Further the study can be extended with larger representative sample to get more validated results. Due to limitation of time, the study is restricted with the only few prime concepts and sample is also small in number comparatively. In future more broader research can be done in extension to these concepts. And also since the pandemic nature of studies was

limited, the regularity of the research is also restricted. The study can be extended to other cross cultures in order to have more generalized conclusions.

Though the study is limited to a small number of samples, the findings of the study would be important to refer further pandemic situations. Moreover the study would be important to the countries like India to know about the pandemic conditions and impose better guidelines in order to promote better tourism during pandemic situations.

## CONCLUSION

India's tourism is attracted by all over the world (Ministry of Tourism, 2019). It is expected that increase of revenue on tourism would increase thrice the amount in 2019 by 2018 in India (Ministry of Tourism, 2019). In the beginning of 2020 India has set itself to accelerate towards tourism development. But due to biological disaster of COVID-19, it had hit all the segments of tourism industry. The value of risk from this segment is in multiples (World Travel and Tourism Corporation, 2020). For many states India like Uttarakhand, Sikkim, Goa etc. tourism is the main source of income. It is difficult to overcome the pandemic situations without Government intervention. The major guidelines imposed by GOI have improved the contribution of income levels by the tourism industry during the pandemic conditions (Kumar, 2020). For this reason despite of ongoing threat of COVID-19 outbreak, a major life survival period since March in India, the tourism and hospitality industry had not fallen below the level of survival.

To conclude, the factors (age, gender and marital status) considered in the study, the psychometric analysis, personal wellbeing items helped the study to analyse the attitude of the tourists visiting different places in India after the redemption of tourism during COVID-19. The findings of the study with psychological reliance (satisfaction) are consistent with other studies on the sample under threat. This means when the tourist industry is under threat then they look for accessible resources in order to provide strength towards the threat that does on overcome in maintaining standard levels of personal wellbeing.

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